

The Top Ten Ways to Reduce Your Mailing Costs

1 Address for Success

Inaccurate or incomplete address information is the leading cause of undeliverable mail.

- The United States Postal Service offers *National Change of Address (NCOA)* online to correct your address database.
- DMB Mailing Services uses PostalSoft, a desktop mailer software, to standardize electronically sent files to be used in preparation of your mailing.

2 Lower Cost By Design

Design your mailings to meet automation compatible requirements set by the USPS and avoid non-automation surcharges and/or loss of potential postal discounts.

3 Consider Redesigning Your Mailing

Some possible redesign options include:

- Converting one, two and three ounce mailings currently formatted manila envelopes into standard letter envelopes to gain presorted discounts.
- Some letter mailings can be transformed into self-mailers, eliminating the cost of envelopes and some processing charges.

4 Consider Alternate Mail Classifications for Informational Mailings

- Newsletters and informational flyers mailed "Presorted Standard" are generally delivered in Michigan in a comparable timeframe as "First Class Mail".
- "Media" or "Parcel Post" may be a solution for specific mailings.
- Postcards or postcard formatted mailers are both effective ways to deliver information while reducing postage and processing costs.
- Make full use of I.D. Mail Service.

5 Review the Frequency

Review the frequency of what you are mailing.

- Could less frequent, routinely scheduled mailings convey the important information you seek to supply to your customer?

6 Shared Database?

Do other agencies utilize the same database of information for their mailings?

- Could mailings be "piggy-backed" rather than mailed separately?

7 Review Envelope Printing

Ways to save when purchasing envelopes . . .

- Did you know that "die-cut" envelopes are the most expensive to produce? In most instances, a "side seam" or "executive" style envelope is just as effective and less expensive.
- Print envelopes as needed rather than storing large quantities to save on warehouse costs.

8 Confirm Mail — An Option for You?

- Will "Certificate of Mailing" or "Delivery Confirmation" meet your mailings needs for items currently being mailed as "Registered" or "Certified"? Utilizing these will reduce fees. (Delivery Confirmation can only be used with: Priority, Parcel Package services, & standard mail)

9 Appropriate Use of Courtesy and Business Reply Services

- "Courtesy Reply" speeds the returned of correspondence by providing a pre-printed envelope. The recipient must affix the postage before mailing.
- "Business Reply" enables mailers to receive First Class Mail from customers by paying postage only on mail which is returned to them.

10 Parcel Service Options

- Determine if Next Day Air mailing is required or if Ground Service will suffice.

For additional information on the above listed cost savings and to obtain free consulting services on your mailing, please contact::
DMB, Mail & Delivery Services at 517-322-1899